

La Societe des Quarante Homes et Huit Chevaux

David L. Smith
Sous Chef de Chemin de Fer
Area 3

3203 N. Ocoee Street Cleveland Tennessee 37312
Phone (423) 244-7014 Email voldawg8398@att.net

2 December 2011

Fellow TEAM Members,

Area 3 is still firmly entrenched in last place in the Generals Standings as reported by Voiture Nationale each week. To those Grande Voitures who are above the curve and those that are in position to reach our next GOAL I send hearty congratulations for a job well done. My concern is with those Grande Voitures that are still struggling to report memberships each week, some of you have multiple Voiture Locales that still have not reported any memberships at all. Why? As a member of the Grande Membership TEAM for your respective Grande Voitures it your responsibility to not only forward all information provided to you from the Nationale TEAM Members but to also follow up that information and work closely with those Voiture Locales that are having problems. I would also suggest that once or twice a month each of you communicate with the members of the Nationale TEAM and keep us updated on the underachieving Locales so that we may better assist you with any problems you may face. Nationale Membership Directeur Mike Wood and the Nationale Sous Membership Directeurs are all doing a superb job providing the Grandes and Locales with the information required to ensure a successful membership year, but without feedback from you we don't have a clue as to what is happening within your Grandes and Locales. We have one Grand Correspondant in Area 3 who communicates with us regularly, and his Grande Voiture is in the top tier of the Nationale Rankings! Communication is the key to success!

Retention of our members (or lack thereof) is still the major obstacle that we must overcome, and with the Christmas Season now upon us most people will say this is the time of year that it is the most difficult to obtain renewals. Nothing could be further from the truth! Potentially the Christmas Season can be the most fertile period of the year to secure renewals, if you are willing to work for them. Think about it for a moment, most organizations will have some type of function or get together during the next few weeks; you may have an opportunity to speak with members that you may not see again until spring! Ask them about renewing! There will be other opportunities also, you may see a fellow Voyageur at the Mall, or the Grocery Store, or even at your Communities Christmas Parade. You don't have to be attending a 40&8 function to secure a membership renewal. At this time of year, with all of the activities and preparations for the season, it is very easy to forget things that are not directly related to the Holidays. All they need is a gentle reminder! This is also a good time to pick up some recruitments, for the very same reasons! During this season of giving, what better gift, to give to another Voyageur Militaire, than their Membership Card? If your Locale has a member that is having a difficult time financially, be sure to help them out also. I assure you that the return on that investment will return to the Locale tenfold. As each of you venture out to the various events and activities during the Holidays and experience the deep feelings of camaraderie and goodwill of the Season, maybe you can "mend some fences", soothe some disgruntled feelings, and reinstate some Voyageurs that have fallen by the wayside for whatever reason. Last year the Locales in my home Grande of

Tennessee did these very things and our membership exploded during the month of December. This month can become one of the most successful months of your membership year, if you are willing to put in the effort!

In closing, Debbie and I wish each of you, and your families, a joyous Christmas and a happy and prosperous New Year!! I'll be seeing you down the road.

Yours in Service to La Societe,

David

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Sous Chef de Chemin de Fer
Area 3

Cc: Chef de Chemin de Fer Molina
Correspondant Nationale Sampson
Nationale Committee on Committees
Nationale Membership Advisor Sims
Sous Chefs de Chemin de Fer
Nationale Membership Directeur Wood
Nationale Sous Membership Directeurs
Area 3 Grande 2012 "I SALUTE YOU" Membership Team Members



